

Purpose

To explain to parents/carers how Bannockburn College will collect, use and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.

Rationale

This policy applies to the general collection, use and disclosure of photographs, video and recordings ("images") of students. It does not cover the use of Closed Circuit Television (CCTV).

Policy

This policy outlines the practices that Bannockburn College has in place for the collection, use and disclosure of images of students to ensure compliance with the *Privacy and Data Protection Act 2014 (Vic)*. It also explains the circumstances in which Bannockburn College will seek parent/carer consent and how consent can be provided and/or withdrawn.

As a general rule, use relates to images which are shared and distributed only within the College for College purposes (i.e. ID photos, Compass), whilst disclosure is used for images which are shared and distributed outside of the College staff and are available to other students, parents/carers and the wider College community.

Bannockburn College will ensure that parents/carers are notified upon enrolment and at the beginning of each College year of the ways in which our College may use images of students. There are many occasions during the College year where staff photograph, film or record students participating in College activities or events, for example classroom activities, sports events, concerts, excursions, camps etc. We do this for many reasons including to celebrate student participation and achievement, showcase particular learning programs, document a student's learning journey/camps/excursions/sports events, communicate with our parents/carers and College community in newsletters, through the Compass parent portal and on classroom blogs.

Bannockburn College will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards and our College's Statement of Commitment to Child Safety. If at any time a parent/carer or student has a concern about the use of any images they should contact the Principal on (03) 5281 1755.

In addition to the processes outlined below, parents/carers can contact Marika Mercer, Communications Officer via email bannockburn.p12@education.vic.gov.au at any time to withdraw their consent for any future collection, use or disclosure of images of their child. However:

- If the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn.
- There may be occasions when the College will record whole of College or large group events [and make those recordings available to the College community through DVD sales etc.], such as the College Concert, speech nights, sports events etc. and if your child participates, they may appear in these recordings which will be available to the whole College community.
- The College can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

Official College Photographs

Each year Bannockburn College will arrange for a professional photographer to take official College photographs of students. This will generally involve both class photos and individual photos being taken.

Official College photographs may be:

- Purchased by parents/carers
- Used for College identification cards
- Stored on CASES21 and Compass parent portal for educational and administrative purposes.

Bannockburn College will notify parents/carers in advance of the official College photographs being taken to give them an opportunity to decide whether their child will be included in the official College photographs. It is advised, however, that students are required to have at least an individual photograph taken, for identification and administration purposes (on Compass and CASES21).

Parents/carers who choose to opt-out of having their child participate in the official College photographs must contact Fran Dillon, Business Manager via email bannockburn.p12@education.vic.gov.au before the date photos are scheduled to be taken to advise that their child will not participate. There is no obligation on any parent or carer to purchase any photographs taken, even if their child participates.

Images for use and disclosure within the College community and ordinary College communications

From time to time Bannockburn College may photograph, film or record students to use within the College community, including:

- In the College's communication, learning and teaching tools (for example, emails, classroom blogs or apps that can only be accessed by students, parents or College staff with passwords e.g. Compass Parent Portal)
- For display in College classrooms, on noticeboards etc.
- In the College's Newsletter
- To support student's health and wellbeing (e.g. photographs of pencil grip to assist in OT assessments)

An *Annual Consent Form and Collection Notice* will be distributed to parents/carers at the beginning of each College year via Compass, and is available on Compass and the College Website at any time.

External use or disclosure by the College

Photographs, video or recordings of students may also be used in publications that are accessible to the public, including:

- On the College Website
- On College social media accounts e.g. Facebook, Instagram and YouTube
- In College publications e.g. Prospectus, Student Handbooks, Parent Handbook, and Newsletters

The Annual Consent Form and Collection Notice also covers these uses. We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes outside of those above.

Media

The media, or the Department of Education and Training's media team, may seek to photograph, film or record students for a news story or College event. This may include broadcast media, online or social media or print media, including newspapers and magazine publications.

When our College receives such requests Bannockburn College will:

- Provide parents/carers with information about the organisation involved and when/for what purposes the photography, filming or recording will occur
- Seek prior, express parent/carers consent in writing and/or via Compass.

Students will only be photographed, filmed or recorded by the media at College if express consent is provided for that specific media event. Neither the College nor the Department own or control any photographs, video or recordings of students taken by the media.

Other external collection, use or disclosure

If there is a situation which will involve the collection, use or disclosure of images of students by or to third parties which is not otherwise covered by this policy, Bannockburn College will:

- Provide parents/carers with information about the event or activity, the organisation involved and when the photography, filming or recording will occur
- Seek prior, express parent/carer consent in writing and/or via Compass

College performances, sporting events and other College approved activities

Bannockburn College endeavours to respect the privacy of all members of our College community. As such, the College does not currently permit parents/carers, students and invited guests to photograph, film or record College events, performances, sporting activities or other College-approved activities. There are a number of students with declined photography permissions, and neither the College nor the Department own or control any images of students taken by parents/carers, students or their invited guests at College activities. Therefore allowing families to do so could result in a breach of privacy for those protected students.

- Parents/carers, students and invited guests can **only** photograph the student they have the authority to give permission for (i.e. your own child is the only person in the photograph).

Images to manage student behaviour or fulfil our College's legal obligations

On occasion it may be necessary for College staff to photograph, film or record students when necessary to:

- Fulfil legal obligations, including to:
 - Take reasonable steps to reduce the risk of reasonably foreseeable harm to students staff and visitors (duty of care)
 - Provide a safe and suitable workplace (occupational health and safety law)
- For identification purposes, when necessary to implement discipline and/or behaviour management policies.

Bannockburn College does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when Bannockburn College photographs, films or records a student for any of these purposes, staff will only collect and use such images in a way that is reasonable and appropriate in the circumstances.

Staff use of personal devices

College staff may use their own personal devices to capture images of students for reasonable and legitimate educational purposes. If this occurs, staff are expected to upload the images to the College database and delete the images from their device within a week of the images being captured.

Further information and resources

- College Policy and Advisory Guide: [Photographing and Filming Students](#)

Review cycle and evaluation

This policy was last ratified by College Leadership on **August 2019** and is scheduled for review in **March 2023**.